




SHARENA STEEPLE

MULTIDISCIPLINARY DESIGNER | BRANDING, GRAPHIC & WEB
DESIGN, STRATEGIC STORYTELLER WITH SPATIAL INSIGHT

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CURRENT EDUCATION

California Baptist University
B.Arch & M.Arch Candidate
Class of 2028

Previous Studies in
Interior Design & Architecture
Attended four universities with emphasis
on design thinking, materiality, and visual
communications.

CORE COMPETENCIES

Brand Identity & Visual Systems
Marketing Collateral (Print & Digital)
Web & UI/UX Design
Strategic Messaging & Narrative Development
Cross-disciplinary Collaboration
Spatial Branding & Environmental Graphics
Ethnographic Research
User-Centered Design

TOOLS & SOFTWARE

AutoCAD, Revit, SketchUp, Rhino
Figma, HTML/CSS
Canva, Adobe Creative Suite:
(Illustrator, Photoshop, Indesign,
Lightroom, XD, AfterEffects)

CLUBS & ORGANIZATIONS

NOMAS CBU Chapter
(National Organization of Minority
Architect Students)
Co-Vice President
Sep 2024 - Present

- Architects of Tomorrow (AOT) -
Mentor at architecture workshops
for grades 5-12

NSBE CBU Chapter
(National Society of Black Engineers)
Designer

- inVision - Engineering project cohort
won 1st place at the Annual Bob
Goodrich Business Plan Competition
- Outreach & Distribution
- Mentor at STEAM Workshops

LANGUAGES

English: **Native**
Spanish: **Intermediate B1**

PROFESSIONAL SUMMARY

Creative strategist and designer with 13+ years of experience crafting brand identities, marketing collateral, and digital platforms for small businesses and cultural initiatives. Founder of ShaRena Steeple Studio, integrating graphic, web, and spatial design to deliver impactful systems and experiences. Currently pursuing a Master's in Architecture to deepen expertise in spatial storytelling and environmental branding. Known for translating abstract goals into compelling visual narratives that encourage engagement and memorable moments.

EXPERIENCE HIGHLIGHTS

Founder & Principal Designer ShaRena Steeple Studio

Dec 2012 - Present

- Designed and launched brand identities and marketing campaigns for over 100 clients, including startups, nonprofits, and cultural organizations.
- Delivered cohesive visual systems across print, web, and spatial platforms, enhancing client visibility and engagement.
- Led strategic messaging and narrative development, aligning design with client goals and audience needs.
- Collaborated with architects, developers, and educators to create participatory design frameworks and branded environments.

Staff Designer Lancer Media Group

Riverside, CA Oct 2024 - Present

- Designed marketing assets, editorial layouts, and branded content for campus-wide magazine publication.
- Collaborated with writers, photographers, and editors to produce visually compelling stories that reflect student life and institutional identity.

SELECTED PROJECTS

AY! MARIA Brand Identity & Cultural Storytelling

Role: Lead Designer & Strategist

- Developed a vibrant brand identity for a fashion and lifestyle brand, blending Latinx heritage with contemporary aesthetics.
- Designed logo, packaging, and digital assets that celebrate bold and expressive femininity.
- Crafted visual storytelling frameworks that translated the founder's vision into a cohesive brand experience across web, social, and print.
- Applied ethnographic research and symbolic design to ensure cultural authenticity and emotional connection.

Choice Delivery Visual Systems & Strategic Messaging

Role: Brand & UX Designer

- Created a visual identity for a delivery startup focused on community access and reliability.
- Designed logo, app interface mockups, and marketing collateral to communicate trust, speed, and local connection.
- Led strategic messaging and pitch deck design for investor presentations, emphasizing user-centered service and scalable growth.
- Integrated spatial logic into branding to support future expansion into physical hubs and branded environments.

PASSION PROJECTS

- Studio Culture Apparel: Designed brand identity, product graphics, and launch strategy for apparel line supporting architecture students.
- Blog Series: Explores architecture rhythm, geometry, and cultural symbolism through iterative making, poetic storytelling, travel and photography.
- Studio Services: Developed custom templates and branded assets for student professional development.

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